

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Sev Keil

Group Art Unit: 3629

Serial No.: 09/845,051

Examiner: LASTRA, DANIEL

Filed: April 27, 2001

For: SYSTEM TO PROVIDE CONSUMER PREFERENCE INFORMATION

AMENDMENT AND RESPONSE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action of January 25, 2008. Applicants respectfully request reconsideration of the instant application, in view of the following amendments and remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 22 of this paper.